



September-2024  
BUSINESS STUDIES  
CLASS XII

MAX MARKS: 80

TIME: 3 HRS

GENERAL INSTRUCTIONS:

- This paper contains 34 questions.
- Answers should be brief and to the point.
- Questions 1-20 are multiple choice questions carrying 1 mark each.
- Questions 21-24 carrying 3 marks may be answered from 50-75 words.
- Questions 25-30 carrying 4 marks may be answered about 150 words.
- Questions 30-34 carrying 6 marks may be answered about 200 words.
- Attempt all parts of a question together.

1. Social media platforms like Facebook, Twitter and WhatsApp are the result of .....environment.

- a. Political environment
- b. Social environment
- c. Technological environment
- d. Economic environment

2. Levels of management in an organization serve as \_\_\_\_\_ line among the different managerial posts.

- a. Strong
- b. Dividing
- c. Weak
- d. Straight

3. From which source of recruitment we get badli or casual employees.

- a. Casual callers
- b. Direct recruitment
- c. Internal recruitment
- d. Employment exchange

4. Read the following statements and choose the correct option:

- (i) Delegation of authority is inevitable and decentralization is voluntary
- (ii) Scope of delegation of authority is limited and the scope of decentralization is broad.

- a. Both statements are true
- b. Both statements are false
- c. Statement i is true & ii is false
- d. Statement ii is true & i is false

5. Choose the correct sequence from following.

- (1) i. Identifying alternative courses of action
- (2) ii. Selecting alternative courses of action
- (3) iii. Evaluating alternative courses of action
- (4) iv. Implementing plan

- a. ii, iii, i, iv
- b. i, iii, ii, iv
- c. i, iii, iv, ii
- d. ii, i, iii, iv

6. Achieving objectives through skill is \_\_\_\_\_

- a. Science
- b. Art
- c. Profession
- d. Coordination
- e.



7. \_\_\_\_\_ gives shape to organisational structure.

- a. Authority – Responsibility relationships ✓
- b. Span of management
- c. Line of communication
- d. Superior – Subordinate Relationship

8. Janet Ltd imports has been importing its raw material from Afghanistan for the last five years. But now, there is a change in the government and the new government imposes ban on the imports from Afghanistan. The plan of the company regarding import from Afghanistan has failed and now has to look for another supplier. Identify the limitation of planning highlighted in the above case.

- a. Planning leads to rigidity
- b. Planning reduces creativity
- c. Planning does not guarantee success ✓
- d. Planning involves huge costs

9. Telecom sector was opened up to the private sector as a reform under economic policy in 1991. Nokia became the first cellular company to operate in 1994 and dominated the market. Later, it lost its market share and was absorbed by Microsoft. The management of Microsoft examined the environment and made suitable changes. Identify the point of importance of business environment reflected in the above case.

- a. It helps in tapping useful resources
- b. It helps in coping with rapid changes
- c. It helps in improving performance
- d. It helps in assisting in planning and policy formulation

10. Choose the correct option from following.

- a. A brand name is part of brand which can be vocalized ✓
- b. A brand is either composed of a name or mark of the product
- c. A brand is used to avoid the difference of product from its generic name
- d. A brand makes it difficult to introduce new product.



(10)

11. Goods and Service Tax (GST) – the biggest tax reform attempted by Indian central and state Government. It seeks to bring out a comprehensive tax system for goods and services at national level. Post implementation of GST, the automobile companies will be facing a lot of problems in the calculations of cost of production of their products. Cyber Solutions, a software company keeping in mind the above problem developed a new software package. As a marketing manager of cyber solutions Mr. Tushar is in a fix that how to distribute their updated software package to automobiles companies. Name the channel of distribution that would be suggested to Mr. Tushar for selling their software package.

- a. Zero Level
- b. One Level
- c. Two Level
- d. Three level

12. Identify the correct pair from following.

a. Vestibule training	i. Trainees work in factory or office to acquire practical knowledge and skills along with regular workers.
b. Internship Training	ii. Trainees work in factory or office to acquire practical knowledge and skills but not with regular workers.
c. Apprenticeship training	iii. The trainee learns under the guidance of a master worker.

- a. A, i
- b. B, ii
- c. C, iii

13. For the following statements, choose the correct option:

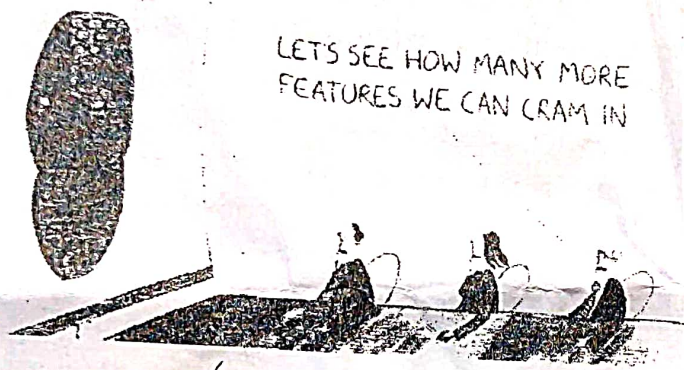
- (i) Transportation helps in creating time utility and warehousing helps in creating place utility
  - (ii) The process of classification of products into different groups on the basis of their important characteristics is known as standardization.
- a. Both statements are true
  - b. Both statements are false
  - c. Statement i is true & ii is false
  - d. Statement ii is true & i is false



14. In Shalleen Pvt. Ltd. there is one head Shalleen who has two lines of authority under her. One line consists of Sara- Rajat- Abhishek- Ismail- Chris. Another line of authority under Shalleen is Lata- Rupa- Geet- Hussain-Preeti. According to One principle of management, if Ismail has to communicate with Hussain who is at the same level of authority then illustrate the route he will have to traverse.

- a. Ismail- Abhishek- Rajat- Shalleen- Sara- Lata- Rupa- Geet- Hussain
- b. Ismail- Abhishek- Sara- Rajat- Shalleen- Lata- Rupa- Geet- Hussain
- c. Ismail- Abhishek- Rajat- Sara- Shalleen- Lata- Geet- Rupa- Hussain
- d. Ismail- Abhishek- Rajat- Sara- Shalleen- Lata- Rupa- Geet- Hussain

15. From the following picture identify the Marketing function performed.



- a. Marketing Planning
- b. Product designing and development
- c. Branding
- d. Labelling

16. Raj feels that knowledge of principles of management enables the managers to learn from past mistakes and conserve time by solving recurring problems quickly". Identify the point of importance of principles of management being highlighted in above case.

- a. Optimum utilization of resources.
- b. Providing managers with useful insights into reality
- c. Scientific decisions
- d. Better administration



17. Consumer Protection d adopts measures to protect consumers from unethical malpractices by businesses and doesn't need to provide a swift Redressal of their grievances with regard to

- a. Sale of counterfeit goods such as selling a product of lesser value than the real product.
- b. Overcharging a product, i.e., charging a product above its Maximum Retail Price.
- c. Supply of inferior services, i.e., quality of service lesser than the condition agreed.
- d. Use of fixed weights and measures that lead to accurate weight of products.

18. Smoking in public place is punishable offence and organizations make it sure that this guideline is followed properly. If anyone is found guilty, it has announced penalty. Identify the objective of management organization is trying to achieve.

- a. Personal objectives
- b. Organizational objectives
- c. Economic objectives
- d. Social objectives.

19. For the following statements, choose the correct option:

I. It appears to district commission that there exists an element of settlement which may be acceptable to the parties; it may direct them to give their consent for settlement of dispute through mediation within five days.

II. The Chapter VI (A) of the Consumer Protection Act of 2019 provides for a mediation process for settlement of disputes at three levels - National, State and District with all three being attached to the respective commissions.

- a. Both statements are true
- b. Both statements are false
- c. Statement i is true & ii is false
- d. Statement ii is true & i is false



20. Newton Ltd. is engaged in producing electricity from domestic garbage. There is almost equal division of work and responsibility between workers and management. The management even takes workers into confidence before taking any important decisions. All the workers are satisfied as the behavior of management is very caring towards the need of employees. Identify the principle/technique of management discussed in above case.

- a. Functional foremanship
- ~~b. Cooperation not individualism~~
- c. *Espirit de corps*
- d. Authority and responsibility.

21. 'Jago India' an NGO in Gujarat, published the following in its quarterly periodical.

'Amul has won a lawsuit against Kwality Walls and some other branded ice cream makers. They can now no longer sell their products as ice cream rather under new marketing name 'Frozen desserts'. Amul is the only ice cream manufacturer which makes ice creams from milk while some other manufacturers use vegetable oils to make ice creams. So they are required to label their products as 'Frozen desserts' which says hydrogenated vegetable oil which is Dalda'. Identify the consumer rights highlighted/violated above.

*Right to Information*

22. Explain any three features of planning.

(3)

23. Trending India Limited is a chain of ladies garments boutiques where most of the work is done manually. Due to coming of international brands in India, the company is finding it difficult to compete on two fronts- finishing and embroidery work. The production manager realized that without modern machines it would not be possible for them to survive for long. The company purchased new Hi-Tech modern machines from Japan. During the production process, the manager observed that the quality of production is not as per standard and very often production is disrupted due to breakdown of machinery. Treated by continuous rejection of output and started showing resistance towards new technology. To increase the efficiency of workers, the company decided to train their workers on the job under the able guidance of specialists. The workers who are able to pick the skills are promoted and made in charge of the not so trained groups. This created



positive impact and everybody became keen to learn. Suggestions from the workers are valued and workers are encouraged to communicate freely. Identify any three points of importance of Management highlighted in the above case by quoting the lines.

24) Explain any three features of demonetization to curb the black money accumulated by various sections of society.

25) "There is a common thread that runs through all activities such as purchase production, sales and finance to ensure continuity in the working of the organization" State any four features of the concept mentioned in statement. (u)

26) Mr. Hari has successfully completed his MBA and has joined as production manager in Sata shoe manufacturing company. He observed that quality of product was not up to the mark therefore decided to chalk out the reasons and found following:

- Company is not in a contact with a regular supplier of its raw material; hence it gets its material from local suppliers of lower quality material.
- Company is still producing many designs of shoes which have become outdated. Therefore it needs to delete these outdated varied designs and should produce only selective designs which are in trend.

The above shortcomings indicate that Sata ltd. is not following the one of the techniques of Taylor, State the goals that can be achieved if the identified technique is implemented in the organization.

27) Mohan lal food limited is a famous company making different food materials. Mr. Mohan lal is the managing director of the company. He is fully attached to the employees of his company. This is the very reason that before taking any decision he consults all his concerned employees. A suggestion box has been provided in the company. It is opened once in a week. The employees giving positive suggestions were awarded. Besides this all the employees of the company also enjoy full freedom to communicate with any senior officer anytime.

- I. Identify and explain the form of organization described in the case.
- II. Also explain three advantages of the form identified in part i.



28. Explain any two factors affecting price of the product.  
29. Gone are the days when Movies were made just for the entertainment. But a trend has been set by the film and media industry in very small social issues are taken as a central idea and story is weaved around it. 'Tunhahi Sullu'. The movies of 2017, such as Toilet - 'Ek prem Katha', Rustam and very new and innovative way to entertain the masses to have a pinch of a thought about these general issues so that the orthodox thoughts of society can be changed. Hence producing such movies gives a golden opportunity to the industry to earn a handsome amount of profits and a good for the society. Identify and explain two environmental dimensions discussed in the above Para by quoting lines from it.

30. The IT major GIPRA is terminating the employment of its senior managers, if after evaluating their performance against pre-determined standards if it is found lacking. With this disruption analysts say a large portion of the employees may become irrelevant unless they learn new skills and apply the knowledge to work on emerging technologies. GIPRA is ready to facilitate employee learning, through its in-house centers.

- I. Name the function of management performed by GIPRA to maintain a satisfactory work force.
- II. Identify and explain the two steps in the process of the function of management discussed above.

31. Explain the 'Principle of Division of work' & 'Technique of Functional Foremanship'

32. Mr. Hari is an efficient manager working in a multinational company. He is fond of completing all his work by himself. As a human being he is very good and supportive and due to this he doesn't want to put burden of work on others. Sometimes he is so much involved in doing different types of works in the office that he even misses the priorities areas. Hari's such way of working was adversely affecting the performance of company as well. Therefore management of company decided to distribute the routine tasks of Hari to the operative level working under him. Such decision of management the level of motivation of employees and gave them chance to prove their abilities; moreover company was able to generate more returns with increased productivity.



1. Name the concepts of management is seen violated here by Hari and followed by management. *Delegation*

II. Differentiate the concepts identified in above case on any five basis.

3. Ocean Academy in Belize is expanding its Outdoor Fitness business this year after starting their School Enterprise Challenge journey in 2016. They are teaming up with the two other school-businesses at Ocean Academy, Teen Club and Coconut Products, to cross-promote each other's products as part of their expansion and work across a range of age groups. The students took a trip to a nearby gym to try out their classes and get advice from the owners about how to improve their service. They learned how to interact with new clients and have used the tips to plan out their new exercise circuit for this year's business.

- I. Explain the marketing activity that Ocean Academy has performed with a view point of management function.
- II. Also explain two other marketing activities immediately following the activity identified in (part i).

34. An employment test is a mechanism that measures certain characteristics of individuals. State four such important tests that are used to test different abilities of employees.

*i) IQ  
ii) Skill  
iii) Intelligen & Test*